This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) A system to generate and deliver concentric user-targeted content to participating users comprising:

a data store having data representative of a participating user's profile information and content usage information;

a content data store, said content data store having various content for displaying to said participating user; and

an instruction set cooperating with said data store and said content data store,

wherein said instruction set includes an algorithm for comparing said profile information to said content usage information and for generating a preference for said participating user based on said comparison,

wherein said algorithm of said instruction set further operates on said generated preference to obtain a range of concentric user-targeted content from said content data store,

wherein said range of concentric user-targeted content includes a buy content offering, a product content offering, and a brand content offering, each content offering being correlated in varying degrees to said generated preference,

wherein said buy content offering comprises a first product that is directly related to a request of said participating user,

wherein said product content offering comprises a second product that is indirectly related to said request of said participating user and that is correlated to said participating user's profile information, [[and]]

wherein said brand content offering comprises a third product that is indirectly related to said request of said participating user and that is correlated to said participating user's profile information and content usage information,

wherein said buy content offering, product content offering, and brand content offering are configured to be displayed in first, second, and third display panes, respectively, at different positions on a display screen, and

wherein the display panes are configured to track and respond to said participating user requests during a content usage session.

2.   (Previously Presented) The system as recited in claim 1, wherein said profile information is input by said participating user for storage on said data store.

3.   (Previously Presented) The system as recited in claim 2, wherein said profile information comprises demographic and/or preference information for said participating user.

4.   (Previously Presented) The system as recited in claim 1, wherein said content usage information comprises current and historical usage information.

5.   (Previously Presented) The system as recited in claim 1, wherein said algorithm includes a matching algorithm that accepts as input said profile information and said content usage information from said data store.

6.   (Previously Presented) The system as recited in claim 5, wherein said matching algorithm further accepts said generated preference and said content from said content data store as input to generate said range of concentric user-targeted content.

7.   (Canceled)

8.   (Currently Amended) The system as recited in claim [[7]] 1, wherein said buy content offering, said product content offering and said brand content offering differ from each other on a graduated basis.

9.   (Previously Presented) The system as recited in claim 1, wherein said varying degrees are based on said content usage information.

10.   (Canceled)

11.   (Previously Presented) The system as recited in claim 1, wherein said data store and content data store operate in a computing environment.

12.   (Previously Presented) The system as recited in claim 1, wherein said instruction set comprises a computing application.

13.   (Previously Presented) The system as recited in claim 1, wherein said range of concentric user-targeted content is delivered to said participating user over a communications network.

14.   (Previously Presented) The system as recited in claim 13, wherein said communications network comprises any of a wireless LAN, a fixed wire LAN, a wireless WAN, a fixed wire WAN, a wireless intranet, a fixed wire intranet, a wireless extranet, a fixed wire extranet, a wireless peer-to-peer communications network, a fixed wire peer-to-peer communications network, and the Internet.

15.   (Canceled)

16.   (Currently Amended) The system as recited in claim [[15]] 1, wherein said ~~electronic~~ display panes are part of a content browser computing application.

17.   (Currently Amended) A computer implemented method to generate concentric user-targeted content for a participating user, the computer implemented method comprising:
        receiving user data from a data store, the user data comprising a participating user's profile information and content usage information;
        receiving content from a content data store;
        processing said profile information and said content usage information to generate a preference for said participating user based on said user data; [[and]]
        matching said generated preference with said content to generate a range of concentric user-targeted content that is matched to said generated preference for said participating user with varying degrees of certainty,
                wherein said range of concentric user-targeted content includes a buy content offering, a product content offering, and a brand content offering,

wherein said buy content offering comprises a first product that is directly

related to a request of said participating user,

wherein said product content offering comprises a second product that is

indirectly related to said request of said participating user and that is correlated to said

participating user's profile information, [[and]]

wherein said brand content offering comprises a third product that is indirectly

related to said request of said participating user and that is correlated to said

participating user's profile information and content usage information,

wherein said buy content offering, said product content offering and said

brand content offering differ from each other on a graduated basis, and

wherein said varying degrees are based on said content usage information; and

displaying said buy content offering, product content offering, and brand content

offering in first, second, and third display panes, respectively, at different positions on a

display screen, wherein the display panes are configured to track and respond to said

participating user requests during a content usage session.

18.   (Previously Presented) The system as recited in claim 17, further comprising

distributing said range of concentric user-targeted content to said participating user over a

cooperating communications network.

19.   (Previously Presented) The system as recited in claim 17, wherein said matching said

generated preference with said content comprises applying a matching algorithm to said

preference and said content.

20.   (Previously Presented) The system as recited in claim 17 further comprising

communicating with a content partner to obtain additional content for user when generating

said range of concentric user-targeted content.

21.   (Previously Presented) A computer readable medium having computer readable

instructions to perform the computer implemented method as recited in claim 17.

22.   (Currently Amended) A method to generate and deliver concentric user-targeted content, the method comprising:

providing a data store having data indicative of a participating user's profile information and content usage information;

providing a content data store, said content data store having content from a content service provider;

providing a computing application, said computing application cooperating with said data store and said content data store, wherein said computing application includes an algorithm for comparing said profile information to said content usage information and for generating a preference based on said comparison, wherein said computing application processes said generated preference along with said content to determine a range of concentric user-targeted content that includes a buy content offering, a product content offering, and a brand content offering, wherein said buy content offering comprises a first product that is directly related to a request of said participating user, wherein said product content offering comprises a second product that is indirectly related to said request of said participating user and that is correlated to said participating user's profile information, and wherein said brand content offering comprises a third product that is indirectly related to said request of said participating user and that is correlated to said participating user's profile information and content usage information; [[and]]

delivering said generated range of concentric user-targeted content to said participating user over a communications network, said communications network cooperating with said computing application; and

displaying said buy content offering, product content offering, and brand content offering in first, second, and third display panes, respectively, at different positions on a display screen, wherein the display panes are configured to track and respond to said participating user requests during a content usage session.

23.   (Previously Presented) The method as recited in claim 22, wherein said providing said content data store step further comprises cooperating with a content partner to obtain said content.

24.   (Canceled)